



JOIN US!

New Braunfels Rotary Club's key fundraiser is Wurstfest, whose 160 members sell their famous potato pancakes and sausage. The club needed a springtime event to round out its fundraising events (to give back to our community) and established a single-day Craft Beer Festival in 2019. It was a "hit" and helped a local non-profit organization in a big way.

In just four years of hosting the Hill Country Craft Beer Festival, the Rotary Club of New Braunfels Foundation has donated over \$130,000 to local non-profit organizations, thanks to the festival's generous sponsors. Through all the club's fundraising efforts, in 2023 alone the club donated over \$147,000 to 24 organizations.

Now, despite taking a year off in 2020, the festival has continued and become an event the entire area looks forward to. Rotary Club of New Braunfels will host its fourth Hill Country Craft Beer Festival on April 13, 2024. This 2024 sponsor's packet offers six levels of sponsorships. The higher the level, the greater the benefits package. Due to the continued popularity of craft beer, very strong attendance at this event is expected. Will you give this opportunity consideration for you and your business?

Why be a sponsor? (a) Inclusion in a successful community event, (b) exposure of your business brand/logo to attendees from New Braunfels, San Antonio, Austin, and surrounding areas, (c) 'hitch' your wagon onto community needs in terms of financial support that benefits a local non-profit organization and our entire community, and (d) have a lot of fun.

Prost!

The Hill Country Craft Beer Festival Team

HOSTED BY





SATURDAY, APRIL 13, 2024

HISTORIC STELZENPLATZ
AT WURSTFEST GROUNDS

HCCBF.com

A festival
known for
quality beer,
in a city known
for quality fun.



50+ Beers & Wine
30+ Breweries & Wineries
1 Great Day

2023 HIGHLIGHTS

Website

hccbf.com
Featured bands, full beer descriptions, and sponsors
10,000+ unique website visitors

Digital Marketing

700,000+ impressions (paid + organic)
Facebook event reached 130k+ people

Other Marketing

Device ID targeted marketing
Email marketing to previous attendees

Newspaper

Multiple story coverage

Collateral

Poster featuring bands and sponsors

Radio

Schedule on KNBT/KGNB

Attendance

Over 1,200 craft beer fanatics
Zealots from New Braunfels, San Antonio, Austin, and surrounding areas



HOSTED BY



Club of
New Braunfels



SATURDAY, APRIL 13, 2024

**HISTORIC STELZENPLATZ
AT WURSTFEST GROUNDS**

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SPONSORSHIP OPPORTUNITIES

VIP TICKETS INCLUDE:

Exclusive Early Admission

Six (6) 3 oz. Tastes
(additional samples and full beers
available for purchase)

Food Truck Access

Live Music

Reserved Close-up VIP Parking

VIP Tent Access

VIP Swag Bag

Catered VIP Meal

Catered VIP Snacks All Day

VIP Air-Conditioned Restrooms

Growler Sponsor - Two Available – \$7,500

“Presented by” banner at entrance (1) – Includes only presenting sponsor
“Presented by” banners on fencing (4)
“Presented by” banner in VIP area (1)
“Presented by” logo on website (home page and sponsors page)
“Presented by” logo on t-shirts
“Presented by” logo on day-of handout
“Presented by” audio mentions throughout festival (4)
“Presented by” mention in all broadcast commercials
“Presented by” posts on social media
10 VIP Tickets + 10 General Admission Tickets

Pitcher Sponsor - Four Available – \$4,000

“Sponsored by” banner at entrance (1) – Includes all “Pitcher Sponsor” logos
“Sponsored by” banner on fencing (4) – Includes all “Pitcher Sponsor” logos
“Sponsored by” logo on website (sponsors page)
“Sponsored by” logo on day-of handout
“Sponsored by” posts on social media
10 VIP Tickets

Liter Sponsor - Six Available – \$2,500

“Liter Sponsor” logo on website (sponsors page)
“Liter Sponsor” banner on fencing (2) – Includes all “Liter Sponsor” logos
“Liter Sponsor” logo on day-of handout
“Liter Sponsor” posts on social media
8 VIP Tickets

Pint Sponsor - Ten Available – \$1,500

“Pint Sponsor” logo on website (sponsors page)
“Pint Sponsor” banner on fencing (2) – Includes all “Pint Sponsor” logos
“Pint Sponsor” posts on social media
6 VIP Tickets + 6 General Admission Tickets

Bottle Sponsor - Fifteen Available – \$1,000

“Bottle Sponsor” logo on website (sponsors page)
“Bottle Sponsor” banner on fencing (2) – Includes all “Bottle Sponsor” logos
4 VIP Tickets + 4 General Admission Tickets

Flight Sponsor – \$500

“Flight Sponsor” logo on website (sponsors page)
8 General Admission Tickets

HOSTED BY





SPONSORSHIP

Contact Name:

Contact Phone Number:

Contact Email Address:

Company Name:

Sponsorship Level:

Sponsorship Amount:

Payment Information – Check:

Check Amount:

Check Number:

Payment Information – Credit Card:

Select One: Visa MC AmEx Discover

Cardholder Name:

Credit Card Number:

Expiration Date:

CW #:

Billing Zip Code:

Sponsor Signature:

Print Sponsor Name:

Date:

Please scan and email this form to the address below
or call and we can come by and pick it up.

Also, please email us a high quality vector image of your logo.

Make checks payable to:
Rotary Club of New Braunfels Foundation
P.O. Box 310587
New Braunfels, Texas 78131-0587

Deadline for receipt of funds: February 29, 2024

Questions: sponsorships@hccbf.com